issue. However, the RNTCP, which is under implementation and which has at present a coverage of 400 million population, seeks to control this disease by offering free diagnostic treatment facilities to all segments of the population in the districts covered, to achieve a cure rate of more than 85% of new sputum positive cases and to detect 70% of such cases.

HIV/AIDS awareness campaign

815. SHRI SATISH PRADHAN: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether it is a fact that only four per cent women in the country had even heard of AIDS despite NACO's massive HIV/ AIDS budget;

(b) if so, the reasons therefor; and

(c) the concrete steps taken or proposed for vigorous awareness campaign to contain this disease?

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRI A. RAJA): (a) No, Sir. According to the National Family Health Survey (NFHS) carried out in 1998-99 the awareness levels on HIV/AIDS is 40.30% (All India). The awareness levels in urban areas being 70.3% and 29.7% in rural areas.

(b) Question does not arise.

(c) In the National AIDS Control Programme-II, the National AIDS Control Organisation is giving the highest priority to an effective and sustained strategy to bring about changes in behaviour to prevent further spread of infection. For an effective Information, Education & Communication (IEC) campaign a full range of activities and approaches from mass media campaigns for public education to the use of targeted interventions to help individuals negotiate safer practices is being used. Information, Education & Communication (IEC) programmes have also been integrated in various components of the programme such as STD services, condom programming and blood safety.

The Information, Education & Communication (IEC) strategy in

NACO is operationalised at two levels. At the national level, implementation of the IEC strategy involves political and media advocacy, social mobilization, creation of a supportive environment that reduces social stigma and discrimination for better aceess to services.

At the State level, Information, Education & Communication (IEC) activities are being undertaken by the State AIDS Control Societies to respond to local priorities and communication in local languages.

Details of some of the awareness programmes undertaken by the National Programme are given in the Statement.

Statement

National level Information, Education and Communication Activities

NACO has empanelled two professional agencies to design and develop mass media campaigns on HIV/AIDS prevention and control in the country. These two agencies were selected through a transparent and competitive process and recommended by a committee of experts. In addition, NACO is utilizing the various media units of the Ministry of Information and Broadcasting such as Directorate of Field Publicity, Song and Drama Division and the Press Information Bureau for outreach in the rural areas and the regional press.

Electronic Media

NACO is utilizing the massive outreach of Doordarshan and private satellite channel for telecast of messages on HIV/AIDS prevention and control during prime time. These include messages on sexually transmitted diseases, blood safety and voluntary blood donation. Some of the specific activities are as follows:

Spirit of Unity Concert

NACO has sponsored a classical music programme "Spirit of Unity Concerts" to mainstream the issue of HIV/AIDS and to reach out to the cultural elite and other educated classes through this programme.

Telecast of Madhuri Dixit spots

Spots made by the renowned film maker Shri Jabbar Patel featuring the popular film star Madhuri Dixit have been telecast on prime time channels. The objectives is to create awareness and empower women to discuss the difficult issue of HIV/AIDS in the family and prevent further spread of the infection.

Campaign for Youth

NACO developed two audio and two video spots focussing on the vulnerability of young people to HIV. The spots were prepared by Thompson Social in an animated formate and were telecast/broadcast on the prime channels of Doordarshan, satellite television and radio from November 15—December 31, 2000. Press advertisements were also developed as part of this campaign. It is now proposed to evaluate the impact of this campaign before undertaking new activities.

Talk Show

Interactive communication, publicity of best practices and sharing of experiences is an important communication strategy for the prevention and control of HIV/AIDS. Therefore a talk show hosted by celebrities for the urban and rural audiences has been produced. The talk show, will be telecast on Doordarshan and popular satellite channels at prime time.

All India Radio

A special programme, in the drama mode, has been devised for rural and migrant youth. The programme which is titled "Jiyo Aur Jeene Do" is being broadcast on 30 commercial broadcasting stations of AIR since June, 1998. The ten minutes programme is broadcast in 12 languages on Tuesday evening at 8.00 P.M.

AIR-FM

NACO is using the popular FM channel to combine entertainment and education in reaching out to the urban youth. The one hour programme which is titled "NACO Film Hit Parade" is broadcast for one hour every week on the AIR-FM channel in Delhi. The

programme has received a wide and positive response from a number of people who respond on the telephone numbers given seeking medical advice and counselling.

Rural Outreach and Press Activities

Since 1994, the Song and Drama Division of Government of India has been involved in the AIDS awareness campaign. It has produced several street plays, songs and dramas and has performed in 400 different locations utilizing the local drama troupes in many States. The Directorate of Field Publicity has also participated in the campaign. All its 260 field units located have conducted several programmes such as seminars, debate/essay and quiz competitions and film shows for AIDS awareness. An increasing number of programmes are also being carried out through various radio stations in the country by arranging panel discussions, features, phone-in programmes etc.

The Press Information Bureau of the Government of India has organized a number of programmes to sensitize the regional press on the issue of HIV/AIDS.

National AIDS Telephone Helpline

A toll free National AIDS Telephone Helpline has been set up to provide access to information and counselling on HIV/AIDS related issues. This is a computerized four digit number, 1097, with a voice response system linked with the telephonic hotline. This is a very popular service, since it maintains the confidentiality of the callers and helps the caller clarify doubts and access personal counselling without revealing their identity. The Telephone Helpline has been extended to 35 citiestowns all over the country.

School AIDS Education Programme

Young people are among the most vulnerable to HIV/AIDS. School AIDS Eudcation is one of the important programmes that focuses towards student youth to raise awareness levels, help young people resist peer pressure and develop a safe and responsible lifestyle. The programme reinforces family values and respect for the opposite sex. The activities include training of teachers and peer

educators among students, role playing, debates and discussions, question box and access to referral services, if necessary.

A training module has been developed for the programme in consultation with UNICEF and Sewadham, an NGO based in Maharashtra, which has successfully implemented the programme.

Meeting with Business Leaders

The Hon'ble Prime Minister convened a meeting with a leading industrialists and representatives of various business sectors on HIV/ AIDS on December 1, 2000. The Prime Minister has called upon the business sector to create partnerships with Government for greater awareness and other prevention activities.

University Talk AIDS Project

The University Talk AIDS Project began in October 1991 and is a collaborative partnership between the National Service Scheme (NSS), Deptt, of Youth Affairs & Sports and NACO. The project involves creating awareness among students and the youth on issues related to HIV/AIDS .through workshops, seminars and written materials especially designed for them. Evaluation of the project has indicated that it has reached 759S institutions and 6.5 million youth all across the country.

The UTA initiative employs an interactive and participatory approach that involves youth in finding relevant solutions themselves to the prevention of HIV/AIDS spread through their high-risk behaviour and lifestyle.

It has been successful in creating awareness on HIV/AIDS and has developed responsible attitudes towards sex among the student youth. The information deals not only with HIV/AIDS but also with other important issues for the youth such as drug abuse, relationships, courtship and marriage etc. The key message is to delay the first sexual experience and adopt safe sex practices.

Print Media

the IEC department of NACO have prepared several packages of materials aimed at various population groups, to be used by the

outreach workers, health workers and peer educators working in government as well as non-government organizations. Some of the important packages are as follows.

A package (comprising of two sets of flashcards, five posters, five stickers, four leaflets and a guide book) for Injecting Drug users in the North-East. A health education package for the commercial sex workers (three sets of flash cards, one poster, one leaflet and a user manual). A package on HIV/AIDS containing three posters, a flip book, and a folder, for slum dwellers. For workplace education in Industry, an IEC package consisting of posters, booklets, stickers and a video set of options has been produced. An imaginative package containing training guides, posters, educational games and kits has been developed for street children.

The other print media developed for awareness were: posters, pamphlets and booklets on general information on HIV/AID/STDs, voluntary blood donation, timely treatment of STDs and developing a positive attitude towards those infected with HIV/AIDS.

Mortality Rate

816. SHRI BRAHMAKUMAR BHATT: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) the present Maternal Mortality Rate and Infant Mortality Rate, State and UT-wise;
(b) the measures taken to bring down the mortality rates;
(c) whether areas of child mal-nutrition and under-nutrition have been identified; and
(d) if so, the details thereof, State and UT-wise?

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRI A. RAJA): (a) The Maternal and Infant Mortality Rate, State/UT-wise are shown in Statement-I. *(See* below)

(b) Under the Reproductive and Child Health Programme various measures are being taken. These measures includes immunization against six vaccine preventable diseases; appropriate management of cases of diarrhoea and acute respiratory infections, provision of